

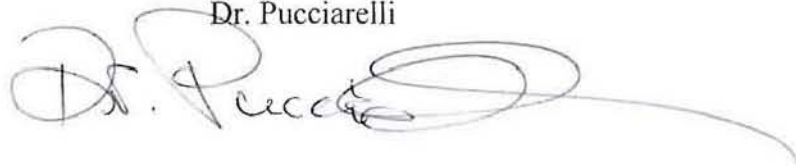
The Cardinal Chocolate Gala

An Honors Thesis (HONRS 499)

By

Carrie Bobbitt

Thesis Advisor
Dr. Pucciarelli

A handwritten signature in dark ink, appearing to read "Dr. Pucciarelli", with a long, sweeping horizontal line extending to the right.

Ball State University
Muncie, Indiana

April 2012

Expected Date of Graduation
May 2012

Abstract

While seventy percent of the world's cocoa is grown in Africa, most of the economic benefits of the cocoa value chain are not received within the continent. Cocoa farmers are experiencing exploitation by middle-men purchasers, lower crop yields, higher government taxes and increasingly outdated equipment. Project Hope and Fairness is a non-profit organization working to aid African cocoa farmers. The Cardinal Chocolate Gala was a student-run fundraising dinner to raise money for this organization. Four classes of the Hospitality and Food Management program collaborated in an immersive learning opportunity that resulted in the Gala. The purpose of this event was to (1) showcase the students in the Hospitality and Food Management Program through experiential learning; and (2) bring campus and community awareness to the African cocoa farmers' conditions and Ball State's future plans of engaging students in a research center in Cameroon to study cocoa. I served as the student project organizer for this event, as well as the liaison between the four HFM classes, steering committee and University Catering. To document these processes, I have given a detailed summary of the process, along with examples of the planning documents and the Fundraising Dinner Manual (Appendix Q).

Acknowledgements

I would like to thank Dr. Pucciarelli for offering me the opportunity to be the student project organizer for this event. Thank you for guiding me through the event planning process as well as advising me on the writing of this paper.

I would like to thank the members of the Steering Community (Alan Yen, Matt Chappell, Bill Kimes, Ben Peak, Whitney Lingle, Deborah Foster, Dan Byrnes) for their collaboration and cooperation through the planning and execution of this event.

I would like to thank the students enrolled in the Restaurant Management and Quantity Food Production, Catering for Profit, Event Management and Advanced Event Management classes. Thank you for all of your hard work and dedication to this event. We could not have had a successful event without you!

Table of Contents

Abstract.....	1
Acknowledgements	2
Author's Statement	3
Background	4-8
Methods.....	9-17
Discussion.....	18-24
Conclusion.....	25-26
Works Cited.....	27-28
Appendices	
A. Invitation and Cover Letter.....	29-30
B. Large Poster.....	31
C. The Muncie Star Press and Press Release.....	32-34
D. Program.....	35
E. Donor List.....	36
F. Room Layout.....	37
G. Event Menu.....	38
H. Chocolate Dessert Buffet Menu.....	39
I. Webpage.....	40-41
J. Production Schedule.....	42-44
K. Event PowerPoint	45-46
L. Seating Assignment.....	47
M. Bid Sheet.....	48
N. Post-Event Silent Auction Record.....	49-52
O. Silent Auction Donation Solicitation Letter.....	53
P. Script.....	54-55
Q. Fundraising Dinner Manual.....	56-60

Author's Statement

In my thesis project I served as the student project organizer of a fundraising dinner put on by four classes from the Hospitality and Food Management program [HFM]. One-hundred people from the community attended the event and enjoyed a three-course dinner, chocolate dessert buffet, guest speaker and silent auction. The event was an immersive learning opportunity for students in the HFM program and an opportunity to bring awareness to the struggles cocoa farmers in Africa are experiencing. Funds from the dinner were donated to Project Hope and Fairness, a non-profit organization providing aid to African cocoa farmers.

As a Hospitality and Food Management major, this event provided me the opportunity to develop my event planning skills. Throughout the planning process I collaborated with students in the HFM program, the Steering Committee, and campus professionals. The experience gained from working on an event with a large number of people has developed my communication abilities, leadership skills, and delegation capabilities. I learned to be flexible, pay attention to detail and thoroughly think through an event. Our program was displayed to the community and students were given the opportunity to build relationships with people and businesses in the greater Muncie community. These skills have contributed to my preparation for a future career in event planning, and the Fundraising Dinner Manual can assist the HFM department with planning an event in the future.

Background

While chocolate is known to most as a sweet delicacy, its production effect is unfortunately bittersweet to many of the individuals involved in the cocoa industry. West Africa is currently the largest provider of cocoa, producing seventy-percent of the world's supply (Cappelle, 2005). Recent years have revealed several problems within the cocoa industry relating to labor, production, crop yield and profit distribution in the cocoa supply chain. The importance of cocoa to West Africa has been compared to the importance of oil to Saudi Arabia. It is a staple crop and profit source for many West African farmers, laborers and traders. Governments, organizations, and individuals have recently been forced to address the current problems within the cocoa industry and examine potential solutions.

One of the most serious problems with cocoa farming in West Africa is the abuse of child slave laborers. Many families in this region are living in poverty and financial uncertainty. Some children voluntarily commit to work on a cocoa farm in order to send their earnings to their family, while some children are sold or tricked into working. In either situation, the working and living conditions of the children are dangerous and unhealthy. Studies have revealed long hours of work, insufficient wages, crowded and contaminated living conditions and dangerous work conditions ("Child Labor in the Cocoa Sector of West Africa"). In a survey of 1,485 child workers, twenty-nine percent reported that they were not allowed to leave their place of employment should they so wish. Some children are held in debt bondage by the farm's owner to repay fees for being trafficked from another country or to repay their family debt. "Being a slave is often a process of systematic destruction of a person's mind, body, and spirit. Even after they are no longer in slavery, the children are more fearful of other people and less confident of themselves. They also have trouble readjusting to their families" (Chanthavaong, 2012). The

health and safety of the child slave laborers is in question as they are working with noxious pesticides, carrying heavy loads, and using machetes as tools. Another concern for these children is their lack of a formal education. Eighty-eight percent of child workers in the Ivory Coast never attended school, and only twelve percent attended primary school. The average work day for these children is six hours, leaving no time for going to school (“IITA: Research to Nourish Africa”). Though the production of cocoa is decreasing, the demand for it is not. Farmers feel pressure to continue to offer low prices so that traders will continue to buy from them. The financial gain for cocoa farm owners is one of the main reasons that farms employ child slave laborers.

A second problem West Africa is experiencing is the decreasing production and crop yield. This decrease occurs for several reasons: changing climate, aging trees, outdated harvest methods, and lack of efficient equipment. Average global temperatures have risen by 0.13 degrees Celsius per decade since 1950. An even faster pace of global warming is expected in the coming decades. A one degree Celsius rise in temperature lowers yields by ten percent on average. Unable to control temperature changes, farmers are struggling to adapt their farming and harvesting methods to combat the negative effect of the warming on their crop (Lobell 616-20). The cacao trees West African farmers are using are old. Their aging means a smaller yield and lower quality of bean. Aside from lacking the financial means to replace the trees, farmers are hesitant to invest in new trees because the industry does not promise profitable and manageable farming. Due to aging trees, the lack of updated equipment and outdated harvesting methods, the production per hectare in the Ivory Coast is 30-50% lower than the potential productivity (Cappelle, 2005).

One of the most complex problems within the cocoa industry is the imbalance of profit distribution along the cocoa supply chain. The cocoa supply chain begins with the farmers who sell their crop to local traders or buying companies, who first sell them in the local market and then to international exporters and traders. The cocoa is then sold to grinders which sell them to manufacturing companies. These companies then sell them to distributors and retailers who sell them to the final consumers. Though the chain varies among different countries slightly, this structure accurately reflects the buying parties involved. Farmers in the Ivory Coast receive only forty-percent of the international cocoa price (Cappelle, 2005). Governments of West African countries impose high export taxes, highly affecting the price that traders offer to farmers. This is leading many farmers out of cocoa farming; many choose to abandon their farm when the trees stop producing and move to the city in search of a new job or choose to farm a different plant.

As the decline of the cocoa industry has been realized, efforts have been made to improve its condition. This process has involved governments, non-government organizations, unions, and stakeholders. The complexity of the issue requires complex solutions. In 2003, United States Congressman Eliot Engel proposed legislation in which all chocolate sold in America would be required to have a label indicating “slave-labor-free.” The legislation did not pass. Instead, he worked with the cocoa industry to establish a plan that would regulate and end child slave labor in the chocolate trade. The International Cocoa Initiative (ICI) was founded to help end the worst forms of child labor in West Africa. The ICI has ensured 16,000 children are attending school and are working in over two-hundred communities throughout West Africa. There are three main companies who dominate the cocoa market (Cargill, Archer Daniels Midland, Barry Callebaut); with the amount of influence and control they have on the industry, there is great potential for

these companies to influence and force reform (Cappelle). If these companies required and enforced greater human and environmental rights then the industry would have to conform.

The larger grinding and manufacturing companies are recognizing their need to become more involved with cocoa farming on the grassroots level. Nestle, in a \$100 million project, developed a plan to plant twelve million trees over the next ten years. Yet this will only affect 0.6 % of the total farms in West Africa (Blas). Mars Incorporated has developed and sequenced a cacao genome, hoping it can be used in new trees in West Africa. The genome will hopefully breed trees that are resistant to black pod disease and higher yields (Boyle). Cocoa farms in West Africa are individually owned, small and numerous. They aren't as easy or accessible as if they were several large plantations. This means that organizing change involves many stakeholders, and change evolves slowly.

Fairtrade is a market approach that developed in the 1940's by religious and non-governmental organizations. Fairtrade practices aim to improve the working and trading conditions of developing countries. Fairtrade companies, organizations, cooperatives and relationships have been developed within the cocoa industry. Panorama is a Fairtrade cocoa cooperative with fifty-two growing districts in Ghana and supplies Cadbury and Divine. In September of 2009, Panorama suspended seven out of thirty-three of their cocoa farming communities upon discovering their uses of child labor. The farming communities were then forced to carry out remedial action. It was only after this that Panorama would begin working with them again. This suspension of business until proper working conditions are established is an example of the potential that traders and buyers have to improve human rights issue within the cocoa industry. This occurrence gives hope to those within the cocoa industry fighting for justice and improvement.

Project Hope and Fairness is a non-profit organization based in California that works to rectify the injustice African cocoa farmers' experience. Their purpose is to "assist African cocoa farmers who suffer disproportionately from the inequities in the world cocoa trade with particular focus on the participation of chocolate producers and consumers in the United States." The organization attempts to do this in three ways: promote sustainability through direct assistance, educate American consumers of the injustice for farmers in Africa, encourage cocoa product producers to adopt Fair Trade policies. Direct assistance is provided to the farmers in the form of in-kind grants. With the grants, appropriate equipment can be purchased to provide the farmers with up-to-date and efficient tools. Examples of the tools are boots, weigh scales, dryness meters and storage bags. These small items make a huge difference in the farmers' production. Project Hope and Fairness is beginning to expand into community development, schooling assistance, facility construction and other forms of aid. Part of this expansion is exploring the possibility of building a research center in Cameroon. The center will provide opportunities for students, researchers and volunteers to study the current struggles and explore improvement methods. Those studying at the center can partner with the local farmers to help them improve their farming methods and crop yields. This will bring about an improvement for cocoa farms, as well as increase the aid provided by others around the world.

The Hospitality and Food Management program is seeking to expand the program to offer students the opportunity to study cocoa, travel to the research center for a field study, and possibly begin a Fair Trade chocolate business on campus. The program is looking to partner with Project Hope and Fairness in these efforts. The Cardinal Chocolate Gala seeks to raise funds to donate to the research center and raise awareness of the injustices and struggles of cocoa farming in Africa.

Methods

Pre-Event Planning

The event planning began in January after the return to classes after the winter break. A Steering Committee was created for the event consisting of four Hospitality and Food Management professors, the general manager of University Catering, the graduate assistant of Allegre and myself. The committee held their first meeting for the event in January after the spring semester began. The event was to be an immersive learning opportunity that included four classes within the Hospitality and Food Management department: Restaurant Management and Quantity Food Production (Allegre), Catering for Profit, Event Management and Advanced Event Management. My role was defined as the student project organizer, with the goal of coordinating the details, plans and communication between all groups involved in the planning of the event. After reviewing the campus and community calendar, the event date and location were set.

The steering committee met for the first time on Wednesday, January 18, 2012. In this meeting the responsibilities of each class were assigned and clarified. Preliminary deadlines were set for items such as menu selections, marketing plans and food production processes. From this point on, professors instructed their classes as to their responsibilities. In addition to visiting the classes to introduce myself and the event, I communicated with the professors on a regular basis. Because of the number of people involved, both students and faculty, I found I needed to attend several of the classes regularly in order to provide them with the necessary information as well as receive updates on their progress.

Dr. Pucciarelli was notified on February 7, 2012 that she received a grant which was in part applied to this event. The grant funds provided the opportunity to fly in our guest speaker, Tom Neuhaus, from California. Tom Neuhaus is the Director of *Project Hope and Fairness*, a non-profit organization working to assist and equip cocoa farmers in Africa. His organization is working to build a research study center in Cameroon. Funds from our event are going to be donated to assist with this project.

The Event Management and Advanced Event Management classes divided the students up into committees to work on the event. Over the course of the semester it became evident that the committees needed to change. Some committees had a larger work load than other committees so the number of students in each group was adjusted. Some committees no longer needed to be in existence because their duties were transferred elsewhere, such as the sponsorship committee, so they were removed completely. The final committees were: Publicity and Marketing, Entertainment, and Silent Auction. Each committee had a selected "leader." This leader was responsible for updating their professor and me of their progress, as well as being our point person for communication with their group. Two students volunteered to be the class leaders for the event, in charge of overseeing the progress of the committees during the pre-planning phase. The publicity and marketing committee created marketing materials: 4x6 invitation and accompanying cover letter (Appendix A), large poster (Appendix B), The Star Press article and press release (Appendix C). A list was created of individuals and groups for students to visit to advertise the event. The students signed up for the groups they were available to visit. The students took marketing materials with them to these appointments, and shared with groups and companies information about the event. The places to be visited by students were

selected as potential target markets for the event based on demographic, connection to topic, and connection to Ball State.

Marketing material was given to the following places: BSU Athletics head coach meeting, Anderson Country Club, Muncie Visitor's Bureau, Dale Lindley & Mary Jo Crutcher, Mike Lunsford, Richard Gill, Holiday Inn Express, Texas Roadhouse, Minnetrista, Ball State Credit Union, St. Francis Church, and six local restaurants. On campus marketing was distributed to ten academic departments, the student center and the alumni center. A newspaper articles was run in *The Muncie Star Press* and a press release was written for on campus use (Appendix C). Campus-wide emails were sent out. This committee also created a program for the evening (Appendix D). The program included a short biography of the guest speaker and cellist, program for the evening and a list of all of our donors. The Silent Auction Committee solicited businesses in Muncie and Indianapolis for donations. The students received donations from over twenty companies listed in Appendix E. The approximate total of all donations received was \$2,800. Tax forms were completed and turned in to the University Foundation to keep track of all donations and provide the donors with a receipt for tax deduction. The Entertainment Committee found a cellist to play during the event.

The Event Management class also divided up into committees. The committees were: registration, timeline, silent auction, decorations, centerpieces, budget, and room layout. Each committee had approximately six to eight students per group. These students worked throughout the semester on the pre-planning elements of the event. After receiving a budget for the centerpieces, the students designed and created centerpieces that were used on each table at the event. A room layout was designed that indicated the set-up of guest tables, silent auction tables,

cellist, bar, A/V table and the podium. This room layout was sent to University Catering and The Alumni Center (Appendix F). In addition to the items solicited and received by the Advanced Event Management class, the Event Management class received several donated items from the soliciting of the silent auction committee members.

The Restaurant Management and Quantity Food Production (Allegre) class was responsible for the preparation and service of the meal. Four managers (two from each class) were assigned the meal for this event. These student managers began by finding all of the savory chocolate recipes they could. Then two managers selected the soup and entrée recipes while the other two managers chose three appetizer recipes. Using a program ChefTec, the managers were able to scale the recipes to one hundred people. This number was a guess because the final count was not known at this point. Thankfully the prediction was correct. The purchase order was made on the Thursday before the event. The managers created work schedules for each student that dictated their shift times, tasks and responsibilities. Seven students were front of the house servers for the evening. The other students worked back of the house in three different shifts. The class prepped food on Monday afternoon, Tuesday evening and Wednesday before the event. The food was transported to the Alumni Center kitchen on Wednesday afternoon. The class was responsible for cleaning up the tables, dishes and kitchen facility.

The Graduate Assistant for Restaurant Management and Quantity Food Production, Whitney Lingle, served a pivotal role in the success of the preparation and service of the meal. She created the website for the event and made edits as necessary as elements were added to the website. Upon receiving the purchase orders, Whitney procured all necessary ingredients for the students to cook with. She went with the students from Event Management to purchase the

supplies for the centerpieces. She worked with the front of the house managers to plan the student staffing. A very important part of her job was training the serves. She worked with the students throughout the semester as they learned to serve, as well as oversaw their serving the night of the event. As Whitney had previously worked for University Catering (UC), she was a very helpful connection between UC and our department. Whitney assisted with the packing of the food carts for transportation to the Alumni Center. She had significant financial responsibility: providing cash to be used as change at the silent auction checkout station and collecting and depositing money received the evening of the event for tickets and the silent auction. The details of the event, the professionalism of the servers, and the success of the dinner could not have been completed so well without Whitney's remarkable contribution.

The Catering Profit class was responsible for creating, preparing and serving the dessert buffet. The class did not have assigned managers. The students researched to find chocolate recipes they were interested in trying. The class then organized these desserts into categories. The final desserts were selected because they provided a varied spread appropriate for the evening and were feasible for the class to prepare and serve. The eight desserts were served in mini servings and are listed in Appendix H. The desserts began being prepped the week before the event. Students continued preparation Monday evening and during the day on Wednesday. The night of the event, students created beautiful table displays for the desserts. The students were available during the evening to assist in the service of the desserts as well as maintain the supply of the dessert buffet tables. Coffee and hot chocolate were also offered.

A website for the event was created using Allegre's web page as the source (Appendix I). The website included all details of the event: date, location, time, program, ticket price, menu,

etc. We used this as an opportunity to name some of our silent auction items to build excitement for the event and encourage people to register. This website was on all of our marketing materials. A link to register was on the website. We used the university's registration system, Certain. Through this system, registrants entered their contact information, seating preferences and payment information.

Leading up to the event, the Steering Committee continued to meet monthly. The professors of each class involved would give an update on their class' progress. Dr. Pucciarelli updated the group on the overall development of the event by visiting the classes and speaking with the associating instructors. Under the review of the steering committee, I created a production schedule for the evening (Appendix J). The professors decided on the required time for their students to complete their tasks the night of the event. For example, the professor of the Restaurant Management and Quality Food Production class communicated what time the soup and entrée could be served based on his students' abilities to prepare, serve and clear each course. The professor of Advanced Event Management communicated a sufficient amount of time for his students to set-up the event. In addition to the students soliciting donations, faculty were able to acquire donations from Mars Incorporated, Lahody Meats, Fisher Meats, and Main Street Coffee Company.

An important part of the event was securing the audio visual equipment and ensuring quality audio visual production. I communicated our audio visual needs to the Director of the Alumni Center. He worked with me the evening of the event to set-up, and explained how to use the equipment the Alumni Center provided. For the night of the event, I created a PowerPoint presentation that looped on the screens throughout the evening (Appendix K). The main goal of

this PowerPoint was to give our donors recognition. We also included a slide for our keynote speaker with his title and picture. Our guest speaker had a PowerPoint presentation. I was responsible for switching between these two PowerPoints, controlling the microphone volume and lighting levels in the room.

Event Execution

For the night of the event I created a production schedule that included all details that needed to be completed. This schedule outlined the timing of all components of the event, the people responsible to carry them out, the required supplies and equipment. This helped to keep all parts of the event on track from set-up to clean-up. I also created a script with the announcements to be made throughout the evening. We assigned seating for this event. After registration was closed, Dr. Pucciarelli and I assigned seating (Appendix L). An important part of this process was ensuring that guests that signed up together were seated together.

The day of the event the food prepared by the two foods classes was transported to the kitchen at the Alumni Center. Students worked in the kitchen in two shifts, with the first shift arriving around 2:00. I arrived around that time to familiarize myself with the space, confirm the room set-up, and prepare tasks for the set-up students from the event management classes. University Catering set up the chairs and tables before we arrived. The set-up team set the tables with linens, napkins, table settings, programs, centerpieces, menus, and table numbers. The Silent Auction Committee brought the Silent Auction items and set the tables with the packages and bid sheets (Appendix M). I briefed their committee on the process of check-out and payment after the silent auction was closed. I tested the audio visual equipment and both PowerPoint presentations. The Catering class designed and prepped the dessert buffet tables. I briefed our

Registration team upon arrival as to the registration process and details. I familiarized them with the facility and the questions they would most likely get asked. They were provided with the seating chart. Every guest that checked in was escorted by a student to their table.

Guests began arriving at 5:45 p.m. From 6:00-6:30 they enjoyed passed hors d'oeuvres, cash bar and browsing the silent auction items. The cellist provided background music during this time. At 6:30 Dr. Pucciarelli welcomed everyone and invited them to take their seats as the meal was beginning. After the entrée was served, Dr. Tom Neuhaus spoke for approximately twenty minutes. Dr. Pucciarelli then invited all students that participated in the event to come forward to be recognized. Guests were then encouraged to make their final bids and exit the dining room to enjoy the dessert buffet. Final payments were made for the silent auction, the chocolate dessert buffet was enjoyed, and the guests exited the event. A tear-down team arrived from Advanced Event Management and Event Management to assist in the clean-up and tear-down of the facility. The Restaurant Management and Quantity Food Production class and the Catering for Profit class remained at the facility cleaning up the longest as they had significant kitchen clean-up to complete.

Post-Event Wrap-up

Following the event, I organized and reported the silent auction purchases. The item values, along with the winning bid amount, were recorded (Appendix N). I verified that all tax forms were completed and correct. These were turned in to Dr. Pucciarelli for her meeting with the University Foundation. Dr. Pucciarelli followed up with the registrations and payment. The classes each spent time discussing the event and what could be learned, applauded, changed and critiqued.

The Steering Committee met the week following the event. We discussed feedback received from guests, students and professors. The positive elements of the planning and execution were confirmed, and areas that needed improvement were identified.

Discussion

Overall, we were very pleased with the outcome of this event. In every experience, there are many things to learn, adapt and improve. Following the event, we were able to gather feedback from the attendees, students, professors and steering committee. We did not conduct a survey or any formal type of feedback, but shared and received feedback conversationally. Feedback along with an analysis of the planning and execution of the event confirmed the practices which should be repeated and revealed improvements for the future.

Successful Practices:

One of the positive outcomes of this event was the opportunity for the students to have a learning experience on a bigger scale, instead of a small kitchen and restaurant seated with forty people. The students in Restaurant Management and Quantity Food Production and Catering for Profit had the opportunity to work in a larger kitchen and dining facility. Instead of planning a mock event or a small event for twenty people, the students had the opportunity to work with a large number of attendees, get real experience marketing, and execute a large event. It provided great collaboration between the four classes of the Hospitality and Food Management program. The students cooperated and worked together which provided a sense of unity. The students in the four classes witnessed the different elements of an event (catering, event planning, etc.) coming together to result in a successful event. Not only was the event a learning experience, but it was a successful event. The chocolate dessert buffet was certainly the highlight for everyone. The flow of the event, food purchasing, preparation, set-up, service and silent auction were all executed successfully. The food cost was kept low thanks to the food donations provided by several local companies.

The silent auction was a great success of this event. It brought in over \$1,000 of bids with no overhead. The Silent Auction Committee members solicited donations to local businesses as well as businesses throughout the state. The students were given the opportunity to build relationships with professionals, and advertise their program and cause, while taking theory taught in class and executing the skill into practice. We were pleased with the generous support of the donors we solicited to. The items were tailored to the market we predicted would be coming, and proved to be an enjoyable part of the evening for the guests.

The Hospitality and Food Management program was advertised and on display to the community through this event. Members of the community not only enjoyed the results of the students' work, but witnessed the professionalism and skill the students have gained during their time in the program. Many guests and key community members gave positive feedback. One guest looked into the kitchen and said it looked like a professional facility where everyone knew their job and was fluidly performing it. Several of the local restaurant owners that donated for the silent auction commented on the benefit of building the relationship between Muncie restaurants and the university. The students had the opportunity to personally interact with the members of the community as they greeted and conversed with them as the students escorted the guests to their seats.

A key element of this event was the pivotal partnership with University Catering. Bill Kimes, the general manager, went above and beyond to cooperate with the steering committee and accommodate our needs. The staff of University Catering assisted our students the day of the event with appropriate set-up and service for the event. In addition, they provided us with glass vases and beads that were used in the table centerpieces. Their expertise in banquet dinners proved to be a great benefit to our planning process.

Areas for Improvement:

Our greatest challenge was not having sufficient time to plan and execute this event. Planning should begin the semester before the event takes place. Because our time was limited, the planning processes were often shortened, compromised or not completed to the fullest potential. Our marketing was distributed several weeks too late. The students could have reached more people, businesses and media forms if given more time. The original deadlines set in Advanced Event Management were not able to be met because the student groups needed more time. It was difficult for the students to both receive course instruction and complete the event tasks in one semester. The instructor of the Advanced Events course unexpectedly left the university seven weeks into the semester. When Dr. Pucciarelli reviewed the students' tasks to be completed, she found that they had not yet been completed. Thus, had the students begun working on the event at the beginning of the semester, a lot of the delayed actions could have been avoided.

Date selection was one of the first steps in the process of planning the Cardinal Chocolate Gala. When we originally looked at the community and campus calendar for Wednesday, April 11 there were no conflicting events. As the event got closer, several events were planned for the same evening. This took away potential attendees for our event. It is imperative to make sure there will not be conflicting events around the same time. Unfortunately, off-campus community events are not always preplanned, and this situation cannot always be controlled. This, too, is a factor that event planners face in industry.

Coordination between the two event classes was problematic because over 80 students were involved. Since the Quantity Food Production and Restaurant Management, Catering and

Advanced Event courses are all 400 level courses in the future the Advanced Events class will be the only event class to execute the event. This will provide more tasks for the students in the Advanced Event course.

A ripple effect of the time crunch was the decision to extend the registration deadline to the Friday before the event. Since our marketing began late and we still had a low number of registrants, the decision was made to extend the registration deadline. Previously the deadline was set to seven days before the event. We planned on seven days to be sufficient time to allow for food purchasing, seat assignments, set-up plans, linen orders, centerpiece production and staff scheduling. By extending the deadline we increased the number of registered guests for the event, but this caused difficulties in various areas. We could not create the room layout, send the linen order, or create the appropriate number of centerpieces until we knew the final count. The food purchase order had to be placed and purchased prior to the Friday that registration closed. So when we received our final number on Monday afternoon and it was higher than we were planning, many adjustments had to be made and execution was forced to be speedy. The food and centerpiece decorations had already been ordered. Luckily, the amount of food ordered and scaled recipes were sufficient for the number of people we had. In this case, we were lucky that it worked out. For the future, it will be important to work to maintain a registration deadline that allows sufficient time for the planning, ordering and preparing that an event requires. This will result in less stress for the students, as well as accurate purchasing and production timelines.

Another challenge we met was the difficulty of having too many students in the event management courses involved at one time. The class sizes were larger by necessity than the ideal size. Several students often carried the bulk of the work while other students did not take ownership of tasks for the event. At times there were not ways to effectively incorporate all

students so that they were involved. In the future it would be more advantageous to the students and the event to have smaller class sizes. This evidenced itself in the execution of the event as well. There were more students helping at the event than needed. Some students came from the Event Management class that we had trouble finding tasks to keep them busy all evening. Ideally, each student would have a task to perform throughout the evening to provide the opportunity for experiential learning. This problem will be eliminated by removing the Intro Event Management course from the event in the future.

In future years, it would be beneficial for the Quantity Food Production and Restaurant Management class to spend some time training at the Alumni Center (or event venue) in order to be prepared for professional service the night of the event. It was difficult for the servers to adjust to a larger dining facility, larger tables and new kitchen. The back-of-the-house workers could benefit from familiarity with the kitchen which would allow them to quickly step into their role working in a new kitchen.

The work that the students in the Advanced Event Management class completed was not evenly distributed. In future years it would be advantageous to spread the work out among members of the sub-committees in the class more appropriately. For example, there was one committee for Publicity and Marketing. This committee was responsible for creating and distributing all marketing materials. This is a large task in and of itself, but the committee had a very short time in which to complete these tasks. Another committee in the class was entertainment. This committee was tasked to find live entertainment for the evening, but these students could have been assigned to other committees in addition to the entertainment committee. Similar to other delays, the entertainment was secured days before the event. Soliciting involvement from the Music Department early in the semester would be advantageous.

The Silent Auction committee had significant responsibilities as they needed to personally visit companies, follow-up with their contact person, arrange the delivery of the items, complete a tax deduction form and send a thank-you note. Some of the committees had significantly greater out of class time required than others. The workload needs to be divided up evenly among sub-committees and individuals next year. This group did not meet deadlines. Several auction items did not arrive until 5:00 p.m. the day of the event. The Advanced Event Management instructor should include in the syllabus deadlines and correlate the tasks to grading. This pressure on the student will simulate real-world event planning. For example, in the Quantity Food Production and Restaurant Management course students are accountable for a 40% food cost and overages result in point deduction.

In future years, the students would benefit from receiving a line-item budget amount. Then they could practice keeping a budget record, staying within budget limits and understanding how costs add up in an event. They would be able to calculate and analyze the income, expenses and profit. It would be an advantageous real-life learning opportunity.

When working as a university with a non-profit organization there are many university policies that must be followed. It is extremely important to ensure that compliance is being met. At several points within the process of planning the Cardinal Chocolate Gala, we experienced compliance issues. For future events, the leader of the event must make sure to meet with the appropriate people to work out the details of finances, tax deductions, donations, registration, and billing. When these details are worked out ahead of time it makes the communication and execution process with the students, donors and registrants much smoother and simpler.

Another point to consider for the future is the ticket price. The original ticket price was \$65.00, but was lowered to \$50.00 prior to the ticket sales opening to the public. In speaking with people from campus and the community, we heard from people that were interested in coming but that didn't want to pay \$50 per ticket so they did not register. Students told me they would have been interested in coming for a lower price or a discounted "student price." Of course it was a fundraiser, so a profit loss study would have to be conducted to determine the price that would most maximize the profit. However, there are many events both in the community and on campus that far exceed a \$50.00 ticket price. The Varsity Club regularly hosts events at the \$100.00 level, and the 100 Men Cooks event is at the same price point. It may be that people were not interested in the theme of the event, that the marketing was not produced early enough, or the difficulty in creating significant draw and attendance because it was a first time event. In the future the cause will be students and student scholarship. This may better resonate with the community.

Now that the students have learned from planning and operating this event, the now-experienced students should be involved with the event next year. This will maintain the continuity, developed skill, and connection that the students have with this event. The future plans should include involvement of these students in addition to the students working on the event for the first time. This pattern can continue each year so that the experienced students are working with the inexperienced students, resulting in a professionally run event and enhanced learning opportunity for the students.

Conclusion

I am grateful I had the opportunity to collaborate with so many talented people in the coordination of this event. I broadened my experience, developed my interpersonal skills, and advanced my event planning abilities. It was a great opportunity to work with my professors and fellow students to provide a meaningful event for the Muncie community. As a first year event, we encountered several challenges, but in those we discovered suggestions and solutions for the future. We were proud of the hard work of our students, the generous participation from the community, the successful display of the program, and the contribution we made to Project Hope and Fairness.

My academic journey and job path of the last four years prepared me for the task of serving as the student project organizer of this event. In my classes I gained a foundational understanding of hospitality, food and events, as well as learned the theory that accompanies it. In my internship and job experiences I put the learned theory to practice in real events. I learned about production schedules, audio visual equipment operation, banquet dinners, facility rental and customer service. I was able to carry my class and internship experiences into the planning process for the Cardinal Chocolate Gala, so that it was truly a capstone project for my Hospitality and Food Management degree.

The commitment of the Steering Committee, students and University Catering resulted in a successful first time event. Predicting attendance for first time events is very challenging. We are proud to have reached our goal of 100 attendees and look to grow the number in the future. In light of the challenges encountered along the way, the success of the event was a testimony to the skill, dedication and hard work of the professors and students involved.

Cocoa farmers in Africa are in need of significant aid and reform if they hope to continue farming for a living. I applaud the work of Project Hope and Fairness and am thankful I had the opportunity to contribute to their cause. Hopefully this research, thesis and manual will help the program carry out a similar event in the future.

Works Cited

- Blas, Javier. "Falling Cocoa Yields in Ivory Coast." *FT Magazine*. 28 May 2012: n. page. Web. 26 Mar. 2012. <<http://www.ft.com/intl/cms/s/2/28e00036-67a0-11df-a932-00144feab49a.html>>.
- Boyle, Rebecca. "In Twenty Years Chocolate Will Be A Rare Delicacy." *Independent* 09 Nov 2010, n. pag. Web. 26 Mar. 2012. <<http://www.popsi.com/science/article/2010-11/future-chocolate-will-be-rare-delicacy-analysts-say>>.
- Cappelle, Jan. "Towards A Sustainable Cocoa Chain." *www.oxfam.org*. Oxfam-Wereldwinkels, 24 Jan 2008. Web. 15 Mar 2012. <<http://www.oxfam.org/sites/www.oxfam.org/files/towards-a-sustainable-cocoa-chain-0901.pdf>>.
- Chanthavaong, Samlanchith. "Child Labor in Cote d'Ivoire." *TED Case Studies: Chocolate and Slavery* 664. Apr 2002. n.pag. Web. 25 Mar 2012. <<http://www1.american.edu/ted/chocolate-slave.htm>>.
- "Child Labor in the Cocoa Sector of West Africa." *IITA: Research to Nourish Africa*. International Institute of Tropical Agriculture, Aug 2002. Web. 25 Mar 2012. <<http://www.globalexchange.org/sites/default/files/IITACocoaResearch.pdf>>.
- Lobell, David. "Climate Trends and Global Crop Production Since 1980." *Science*. 333. (2011): 616-20. Web. 26 Mar. 2012. <<http://www.sciencemag.org/content/early/2011/05/04/science.1204531.abstract>>.

Nehaus, Tom. "Our Mission ." *Project Hope and Fairness*. N.p., n.d. Web. 20 Mar 2012.

<[http://projecthopeandfairness.org/cm/About PH&F/Mission.html](http://projecthopeandfairness.org/cm/About%20PH&F/Mission.html)>.

Appendix A: Informational Cover Letter and Invitation



Greetings!

Students from the hospitality and food management program at Bell State University are hosting a Cardinal Chocolate Gala on Wednesday, April 11 at 6 p.m. in the Alumni Center. The one-of-a-kind gala will feature a three-course meal, each course with its own chocolate component, including an all chocolate dessert bar. Students from the food management course (FCSFN 400) will prepare the meal, while students from the catering course will create the chocolate dessert buffet.

The purpose of the Gala is to provide an immersive learning experience for more than 120 students while raising funds for the Project Hope and Fairness, a field study center for Bell State students in Cameroon, Africa. At the center, students will conduct research and aid local farmers while immersing themselves in a new culture.

The Cardinal Chocolate Gala will begin with hors d'oeuvres and drinks followed by the three-course chocolate-themed meal. Tom Neuhaus, founder of Project Hope and Fairness, a non-profit organization that supports the well being of cocoa farmers in Africa, will be the guest speaker. A silent auction will take place to conclude the event. Silent auction items will include local hotel stays, Indianapolis Zoo tickets, gift cards to local restaurants and more.

Those interested in attending can register by visiting the Cardinal Chocolate Gala website at <http://allegre.iweb.bsu.edu/chocolate.htm> or by contacting Dr. Deanna Pucciarelli at 765-285-4791 or at dpucciarelli@bsu.edu. Tickets are \$50 and must be purchased ahead of time.

Sincerely,

Alex Sappington
Publicity Chair, Cardinal Chocolate Gala

A Cardinal Chocolate Gala

You are cordially invited to the first Cardinal Chocolate Gala,
a fundraiser to support Ball State students studying chocolate.

Wednesday, April 11, 2012 at 6 p.m.

Ball State University Alumni Center

Dinner & Silent Auction

\$50 per person

Hosted by the Hospitality and Food Management Program

Visit <http://allegre.iweb.bsu.edu/chocolate.htm>

or call 765-285-4791 for more information.



A Cardinal Chocolate Gala

You are cordially invited to the Cardinal Chocolate Gala, a fundraiser to support Ball State students studying chocolate.

When: Wednesday, April 11, 2012 at 6 p.m.

Where: Ball State University Alumni Center

What: Dinner & Silent Auction

\$50 per person

Who: Hosted by the Hospitality
and Food Management Program

Visit <http://allegre.iweb.bsu.edu/chocolate.htm>
or call 765-285-4791 for more information.

Appendix C: The Muncie Star Press Article and Press Release

The Muncie Star Press

Chocolate gala at BSU to focus on students, global poverty

8:34 PM, Mar. 22, 2012 |

Deanna Pucciarelli

IF YOU GO

- » **WHAT:** Cardinal Chocolate Gala
- » **WHEN:** 6 p.m. April 11 in Alumni Center
- » **COST:** \$50, of which \$35 is tax deductible
- » **INFORMATION OR TO REGISTER:** dpucciarelli@bsu.edu or call 285-4791



THE MENU

Hors d'oeuvres:

- » Brie and Pear Crostini with Chocolate Port Reduction
- » White Chocolate Shrimp Wonton
- » Rustic Italian Meatball in Spicy Chocolate BBQ Sauce

Soup:

- » Creamy Indiana Corn Chowder with Cocoa Dusted Popcorn Garnish

Entrees:

- » Traditional Oaxaca Mole Poblano atop Polenta and Garnished with Turkey Confit and Fig Compote

Dessert:

- » Chocolate Extravaganza Buffet

MUNCIE -- Chocolate is sweet to eat.

Now a Ball State University professor and her students in the Hospitality and Food Management Program are working to see that growing the cacao beans from which chocolate is made is a sweeter deal for the poor growers, too.

The means? It's the Cardinal Chocolate Gala set for 6 p.m. April 11 in the Alumni Center.

"We have two goals," explained professor Deanna Pucciarelli. "One is to showcase our students. The other is to focus on global poverty. ... We're looking at a product that a lot of people consume."

Some 120 students are directly involved in achieving the first goal, the professor noted, with them doing everything from writing the gala's budget and soliciting sponsors to designing menus and coming up with the table configuration.

Tickets, which must be bought in advance, are \$50, of which \$35 is tax deductible.

For that, after hors d'oeuvres and drinks, diners will be fed a three-course meal featuring chocolate in every course.

An example?

How does Traditional Oaxaca Mole Poblano atop Polenta and Garnished with Turkey Confit and Fig Compote hit you?

Not your basic Hoosier breaded tenderloin, right?

"Though it's a serious topic," Pucciarelli said of the menu, "the food is going to be really fun."

The serious part of this deal, we should note, is helping the non-profit organization Project Hope and Fairness, with the gala raising funds for a planned field study location for BSU students to be in Cameroon, Africa.

Intended to educate, according to the professor, that field study center is also intended to improve the lot of cacao bean growers, who often live in dire poverty, by improving farm conditions, plus examining social issues such as quality of schools and basic nutrition.

Diners at the gala will hear an address by guest speaker Tom Neuhaus, founder of Project Hope and Fairness.

There will also be a silent auction featuring items including hotel stays, Indianapolis Zoo tickets, Children's Museum tickets, restaurant gift cards and salon credit.

Obviously, people are going to continue to enjoy chocolate, and they should.

Pucciarelli simply hopes that efforts such as her students are making will expand awareness among those of us who feed our coins into a vending machine for that mid-afternoon candy bar every day, and raise an important question, too.

"When you are eating all this candy," she said, "have you considered the hidden cost of this product?"

Contact John Carlson at 213-5824.

Ball State students plan a gala event featuring an all Chocolate-themed menu as immersive learning project

MUNCIE, Ind. (March 15, 2012) – Students from the hospitality and food management program at Ball State University are hosting a Cardinal Chocolate Gala on Wednesday, April 11 at 6 p.m. in the Alumni Center. The one-of-a-kind gala will feature a three-course meal, each course with its own chocolate component, including an all chocolate dessert bar. Students from the food management course (FCSFN 400) will prepare the meal, while students from the catering course will create the chocolate dessert buffet.

“Student talents range from catering to event management to sponsorship to marketing and publicity,” said Dr. Deanna Pucciarelli, Program Director, Assistant Professor and Assistant Chairperson for the department of hospitality and food management. “Thanks to this imaginative group, The Cardinal Chocolate Gala has the potential to become an annual event.”

The purpose of the Gala is to provide an immersive learning experience for more than 120 students while raising funds for the Project Hope and Fairness, a field study center for Ball State students in Cameroon, Africa. At the center, students will conduct research and aid local farmers while immersing themselves in a new culture. “We hope to eventually have our own chocolate business on Ball State’s campus to allow students a learning opportunity like no other,” said Pucciarelli.

The Cardinal Chocolate Gala will begin with hors d'oeuvres and drinks followed by the three-course chocolate-themed meal. Tom Neuhaus, founder of Project Hope and Fairness, a non-profit organization that supports the well being of cocoa farmers in Africa, will be the guest speaker. A silent auction will take place to conclude the event. Silent auction items will include local hotel stays, Indianapolis Zoo tickets, gift cards to local restaurants and more.

“I am consistently impressed with the creative minds of the students working on this event,” said Carrie Bobbitt, Cardinal Chocolate Gala student coordinator. “They even had the idea to provide a chocolate bar to each guest some with a special golden ticket found inside. Each table will have one bar with the golden ticket inside and the lucky winner will get a prize.” Those interested in attending can register by visiting the Cardinal Chocolate Gala website at <http://allegre.iweb.bsu.edu/chocolate.htm> or by contacting Dr. Deanna Pucciarelli at 765-285-4791 or at dpucciarelli@bsu.edu. Tickets are \$50 and must be purchased ahead of time.

Appendix D: The Program

Thank You to our Donors

Ball State University Cardinal Lanes
Ball State University Freshman Common Reader
Ball State University Emens Auditorium
Ball State University Hotel
Ball State University Worthen Arena
Bubs Burgers and Ice Cream
Cracker's Comedy Club
Crown Plaza Hotel - Union Station
Godiva Chocolatiers
Healthful Touch Therapeutic Massage Clinic
Hot Heads Hair Design
Inbous Orthopedics
J.W. Marriott, Indianapolis
Jill Nichols
Julie Fritz
Lahody Meats
Lowery's Candies
Main Street Coffee Company
Mars Incorporated
Mary Kay Inc.
Muncie Children's Museum
Munsee Meats, Inc.
Noodles & Company
One-on-One Physical Therapy
Radisson Hotel at Star Plaza
Renaissance, Indianapolis North Hotel
Ritz Charles Inc.
Southbend Chocolate Factory
Texas Roadhouse
The Indianapolis Zoo
The Player's Club at Woodland Trails



Wednesday, April 11th, 2012
Ball State University Alumni Center

*Hosted by the Hospitality &
Food Management Program*

A Cardinal Chocolate Gala

The Cardinal Chocolate Gala, hosted by the Hospitality and Food Management Program, is the result of the immersive learning efforts of over 120 students. Proceeds from the evening will go towards building a cocoa study center in Cameroon, which will host students to conduct research, and aid local farmers.

Keynote Speaker Dr. Tom Neuhaus

Tom has followed a foodie path that began with food production and morphed into issues of social justice that relate to food. He teaches part-time as Professor Emeritus and serves as president and co-founder of Sweet Earth Organic Chocolates, Inc., a leading manufacturer of Fair Trade/Organic chocolates. He is also president of Project Hope and Fairness, a NGO established to help West African cocoa farmers become more sustainable economically.

Cellist Chloe Anagnos

Chloe is a freshman at Ball State University, who is minoring in Cello Performance. She has performed at the IBM Building in New York City and at the Lerner Theatre.

Program

Passed Hors D'Oeuvres and Silent Auction Open

Welcome

Dr. Deanna Pucciarelli
Director, Hospitality and Food Management Program

Introduction of Menu by Student Managers

Project Hope and Fairness Presentation

Dr. Tom Neuhaus
President, Project Hope and Fairness

*Presentation of Students Involved in
The Immersive Learning Project*

Dessert Buffet

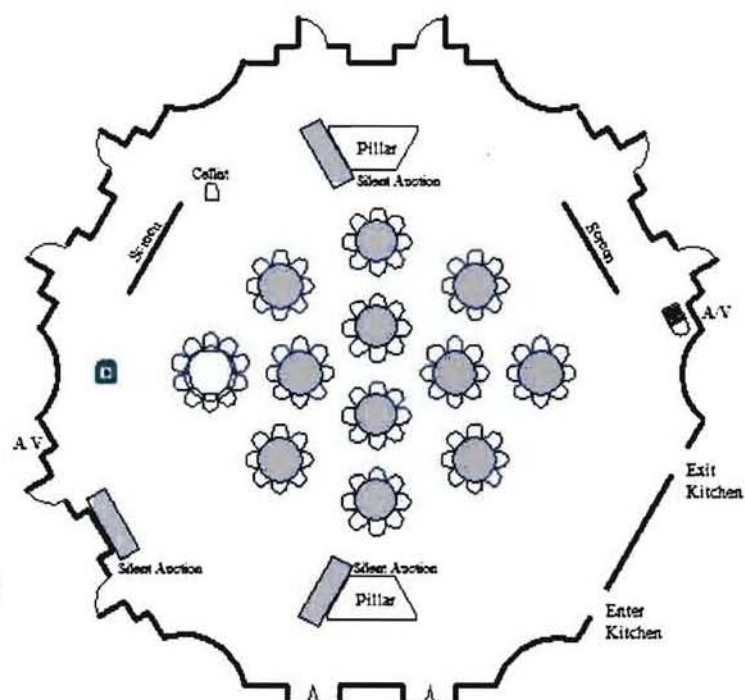
Collection of Silent Auction Items

Appendix E: The Donor List

1. Emens Auditorium
2. Jill Nichols
3. JW Marriott Indianapolis
4. Ball State University Hotel
5. Bub's Burgers and Ice Cream
6. Radisson Hotel at Star Plaza
7. Ball State University Cardinal Lanes
8. Hot Heads Hair Design
9. Healthful Touch Therapeutic Massage Clinic
10. Cracker's Comedy Club
11. Southbend Chocolate Factory
12. Muncie Children's Museum
13. Renaissance Indianapolis North Hotel
14. Ritz Charles Inc. - Charles Lazzara
15. The Indianapolis Zoo
16. Noodles & Company
17. Crowne Plaza Union Station
18. Julie Fritz
19. The Player's Club at Woodland Trails
20. Texas Roadhouse
21. Lowery's Candies
22. Ball State Worthen Arena
23. Godiva Chocolatiers
24. Mary Kay Inc.
25. One-on-One Physical Therapy
26. Inhou's Orthopedics
27. Lahody Meats
28. Mars Incorporated
29. Fisher Meats
30. Main Street Coffee

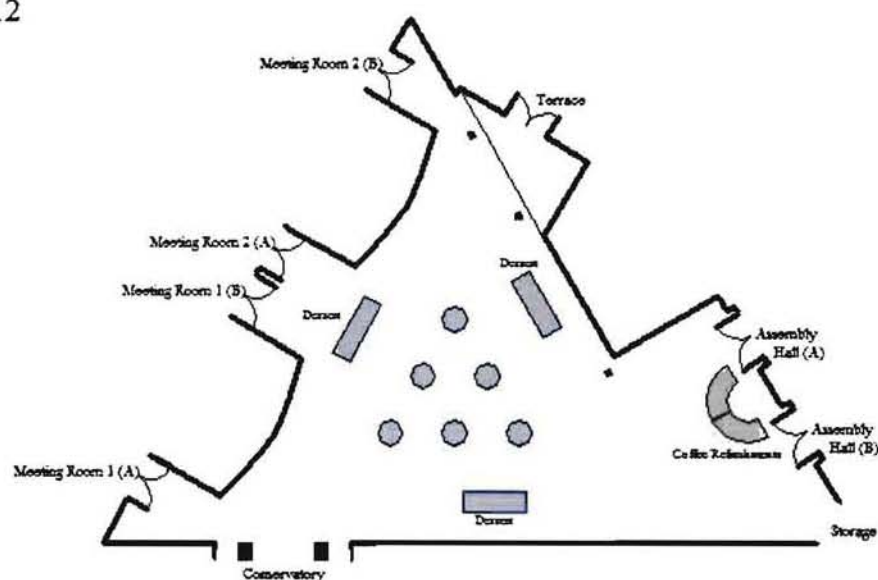
Appendix F: Alumni Center Room Layout

Assembly Hall
A Cardinal
Chocolate Gala
4/11/12



Dining Rounds 98
11 of 8
1 of 10

Pre-Event
A Cardinal Chocolate Gala
4/11/12



Appendix G: Menu

Passed Hors d'ourves:

Brie and Pear Crostini with Chocolate Port Reduction

White Chocolate Shrimp Wonton

Rustic Italian Meatball in Spicy Chocolate BBQ Sauce

Soup:

Creamy Indiana Corn Chowder with Cocoa Dusted Popcorn Garnish

Entrée:

Traditional Oaxaca Molé Poblano atop Polenta and Garnished with Turkey Confit and Fig Compote

Dessert:

Chocolate Extravaganza Buffet

Appendix H: Chocolate Dessert Buffet Menu

Flourless Chocolate cake

Dark Chocolate and Bacon Mini Cupcakes

Guinness mini cupcake w. Irish Crème Icing

Chocolate Orange Bruschetta

Pistachio Cookie

Red velvet Cake Pop

White Chocolate Cake Pop

Chocolate cup w. Whipped Crème Fraiche and fresh berries



Cardinal Chocolate Gala

The Hospitality and Food Management Program at Ball State University is hosting The Cardinal Chocolate Gala on Wednesday, April 11 at 6:00 p.m. This event is the result of the immersive learning efforts of over 120 students. Proceeds from the evening will go towards building a cocoa study center in Cameroon, Africa which will host BSU students to conduct research and aid local farmers.



Following hors d'oeuvres and drinks, a three-course meal will be served which features chocolate in every course! Tom Neuhaus, founder of the non-profit organization Project Hope and Fairness, will be the guest speaker. A silent auction will feature items such as hotel stays, Indianapolis Zoo tickets, Children's Museum tickets, restaurant gift cards, and salon credit. Auction items are payable by cash and check only.

Tickets must be purchased ahead of time and are available for a price of \$50 (\$35 of which is tax deductible)

For information on this event, contact: Dr. Deanna Pucciarelli dpucciarelli@bsu.edu or 765-285-4791

Click here to register

Menu

Passed Hors d'ourves:

Brie and Pear Crostini with Chocolate Port Reduction

White Chocolate Shrimp Wonton

Rustic Italian Meatball in Spicy Chocolate BBQ Sauce

Soup:

Creamy Indiana Corn Chowder with Cocoa Dusted Popcorn Garnish

Entrée:

Traditional Oaxaca Molé Poblano atop Polenta and Garnished with Turkey Confit and Fig Compote

Dessert:

Chocolate Extravaganza Buffet

[Comments to Allegre Manager](#)

Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community. Links contained in this file to information provided by other organizations are presented as a service and neither constitute nor imply endorsement or warranty.

Appendix J: Production Schedule

Cardinal Chocolate Gala - Saturday, April 11

Menu:

Passed Hors d'ourves: Brie and Pear Crostini with Chocolate Port Reduction, White Chocolate Shrimp Wonton, Rustic Italian Meatball in Spicy Chocolate BBQ Sauce

Soup: Creamy Indiana Corn Chowder with Cocoa Dusted Popcorn Garnish

Entrée: Traditional Oaxaca Molé Poblano atop Polenta and Garnished with Turkey Confit and Fig Compote

Dessert: Chocolate Extravaganza Buffet

TIME	TASK
1:00	Pick up of food at AT, transport to Alumni Center
2:00 or 3:00	Allegre and Catering Class to arrive and begin prep
3:00	<p>Set-up team from 477 to begin set-up of Alumni Center <i>Abigail Brock, Marissa Diener, Mackensie Hassee, Scott Kershner, Abbie Kirkwood, Steven Schott, Kesha Scolley</i></p> <ul style="list-style-type: none">• Set the Guest Tables (12)<ul style="list-style-type: none">• Linen• Place Setting (Whitney to advise) Program at each seat• 1 Framed menu on each table• Table Number and Stanchion• Centerpiece• Candles• "Stage"<ul style="list-style-type: none">• Podium• Microphone• Remote clicker• A/V Station<ul style="list-style-type: none">• Laptop with loaded presentations<ul style="list-style-type: none">○ Scrolling powerpoint○ Tom Neuhaus' presentation• Projector connected to laptop• Set-up for Cellist (Chloe Anagnos)<ul style="list-style-type: none">• Chair

- Chloe to provide stand
- Registration Table (1)
 - 4 chairs
 - 4 copies of seating arrangements
 - 4 highlighters and 4 pens
 - Cash Box
- Silent Auction Tables (5)
 - Linen on each table
 - Packages
 - Bid sheets
 - Pens
 - Sign saying "Payment by Cash or Check Only"
- Dessert Buffet (3)
 - Cocktail Rounds
 - 5 in hall outside Assembly Hall
 - 7 in Conservatory
 - 3 banquets spread around room
 - Coffee station in front of entrance into Assembly Hall
 - Tables and chairs in conservatory set up
- Project Hope and Fairness Chocolate Bars
 - Golden ticket tucked inside or attached to each chocolate bar
 - Divided up onto silver trays according to # of people per table

3:30	Dan Byrnes arrives
4:00	Haley and Tyler arrive and begins set-up of auction items **PH&F Chocolate bars are coming with them
4:30-5	Dr. P arrives
5:00	Rest of the 477 Silent Auction Team arrives: <i>Tierra Bush, Lauren Hensley, Rebecca Lantz, Ashley Rasnick, Emily Reitenbach, Tyler Rosberg</i>
5:00	Registration Team arrives: <i>Ryan Cole, Mary Conley, Hannah Davis, Devanny Kuhn, Tony Lazzara, Samantha Stuck</i>
5:15	Megan Rodenbucher arrives (photographer) – Look for her to brief
5:30	Cellist Chloe Anagnos arrives - Look for her to brief
5:45	Begin Power Point presentation (on loop)

	Hors d'oeuvres ready for service, bar open Silent Auction students stationed around tables Registration students at front desk
6:00	Doors open, guests "register" and enter banquet room <i>Alan and 477 registration</i> students to escort Passed hors d'oeuvres, bar open, Silent Auction items displayed
6:30	Guests find their seat
6:40	Welcome by <i>Dr. Pucciarelli</i> Manager introduces soup, Begin serving soup
7:00	Clean-Up Team Arrives: <i>Meghan Sigman, Bradford Stark, Ashley Stock, Alissa Van Scoy, Ellen Weaver</i>
7:05	Give Chloe 5 minute warning
7:10	Manager introduces entrée Entrée served
7:25	Give Chloe (cellist) 5 minute warning Check with A/V worker – ready for Tom Neuhaus' presentation
7:30	[Music ends] Presentation by <i>Tom Neuhaus</i> Remote clicker on podium Switch to Powerpoint presentation
7:50	<i>Dr. Pucciarelli</i> invites <i>all students</i> who worked on the event to the stage
8:00	Dessert buffet ready for service Chocolate bars are served on silver trays and placed on tables
8:10	<i>Dr. Pucciarelli</i> invites guests to move into foyer for dessert buffet Make final decisions on silent auction
8:15	Silent auction closes at 8:10, guests claim items <i>Haley</i> to return cash box, all earnings & bid sheets to <i>Dr. P</i> before leaving
8:30	Guests leave 477 Tear-down team arrives to assist in clean-up: <i>Meghan Sigman, Bradford Stark, Ashley Stock, Alissa Van Scoy, Ellen Weaver</i>

Appendix K: Event Night Scrolling Power Point



Donors

Ball State University
Cardinal Lanes

Ball State University
Hotel

Ball State University
Freshman Common
Reader

Ball State Worthen
Arena

Ball State University
Emens Auditorium

Bub's Burgers and Ice
Cream

Donors

Cracker's Comedy Club

Healthful Touch
Therapeutic Massage
Clinic

Crowne Plaza Hotel -
Union Station

Hot Heads Hair Design

Godiva Chocolatiers

Inhous Orthopedics

Donors

J.W. Marriott
Indianapolis

One-on-One Physical
Therapy

Jill Nichols

Radisson Hotel at Star
Plaza

Julie Fritz

Renaissance
Indianapolis North
Hotel

Donors

Ritz Charles, Inc. -
Charles Lazzara

The Indianapolis Zoo

Southbend Chocolate
Factory

The Player's Club at
Woodland Trails

Texas Roadhouse

Lahody Meats

Donors

Lowery's Candies

Mary Kay Inc.

Main Street Coffee
Company

Muncie Children's
Museum

Mars Incorporated

Munsee Meats, Inc.

Noodles & Company



We invite you to browse the
Silent Auction items
around the room.

Final bids must be
made by 8:10!

This event is made possible by
the efforts of 120 students in
the Hospitality and Food
Management program.

Dr. Tom
Neuhaus



Appendix L: Seating Assignments

Cardinal Chocolate Gala Seating Assignments						
	Table 1		Table 2		Table 3	
Table Location	By Podium/Front					
Name		Table Name: Kent Shuff		Table Name: Selvey		Table Name: Marin
1	Deanna Pucciarelli	1 Kent Shuff	1 Ro Selvey	1 Bob Fritz	1 Pat Marin	
2	Vinny Pucciarelli	2 Homes Hogue	2 Steve Selvey	2 Julie Fritz	2 Alfredo Marin	
3	Tom Neuhaus	3 Suzanne Baga	3 Will Statoem	3 Mike Johnson	3 Carol Hill	
4	Debbie Foster	4 Tanner Jordan	4 Ruby Morris	4 Beth Johnson	4 John Hill	
5	John Foster	5 Brian Hollars	5 Peg Selvey	5 Dom Caristi	5 Darlene Lugenbuhl	
6	Sigi Koehler-Wilkins	6 Peter Blume	6 Judy Mallers	6 Mrs. Caristi	6 Alexandra Kocoshis	
7	Alan Yen	7 Catherine Onieal	7 John Ledbetter	7 Harriet Pinger	7 Paula Smith	
8	Jessica Yen	8 Julia Dotson	8 Ron Lahody*	8 Robert Pinger	8	
		9 Judy Merritt	* bring check \$50.00			
		10 Steve Fennimore				

	Table 6		Table 7		Table 8		Table 9		Table 10
Table Location									
Name	Table Name: FCS		Table Name: Freshman Reader Connections		Table Name: Freshman Reader Connections		Allegre		
1	Alice Spangler	1 Robin Rufatto	1 Pat Freeman*	1 Betty Jordan	1 Kurtis Moss				
2	Diana Saiki	2 Ron Rufatto	2 Mary Rowlett	2 Anne Brown	2 Allison Sorg				
3	Carol Friesen	3 Jennifer Criss	3 Bill Jenkins	3 Lela Proctor	3 Stacey Faith				
4	Jane Ellery	4 Julie Rosenbaum	4 Sarah Jenkins	4 Reeder Ramsey	4 Aaron Bruewer				
5	Trent Bush	5 Jim Connolly	5 Dan Byrnes	5 Robert Michelini	5 Colleen Boyd				
6	Mary Crosby	6 Beth Connolly	6 Dina Byrnes	6 June Michelini	6 Elizabeth Nesbitt				
7	Jinhee Nam	7 Kelsey Timmerman	7 Debbie Webb	7 Sarah Lyttle	7 Chloe Anagnos				
8	Paula Sampson	8 Mrs. Timmerman	8 Debbie Webb Guest	8 Vicky Peterson	8 Brian Brueggeman				
			* Bring check \$50.00						

	Table 11		Table 12
Table Location			
Name			
1	Dan Snyder	1	Juli Efin (can't eat chili)
2	Deceil Moore	2	James Eflin
3	Ellie Moore-Snyder	3	Jennifer Grouling
4	Tena Rees	4	Evan Snider
5	Teresa Hensley	5	Julie Costello
6	Dotti Garrison	6	Genet Soule
7	Gyorgy Polcz	7	Jay Mealy
8	Donna Polcz	8	Kara Miller-DeWeese

Appendix M: Silent Auction Bid Sheet



Silent Auction Bid Sheet

04/11/2012

Closing Time: 8:10 p.m.

Muncie Restaurant Package

Description: Four \$25 Gift Certificates at Texas Roadhouse at Muncie Location (Expires April 30, 2012)
Twelve Gift Cards for free Sandwich Duo at Noodles and Company

Donated by: Texas Roadhouse
Noodles and Company

Name	Address	Phone Number	Bid Amount
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			

Appendix N: Post Event Silent Auction Record

	Package & Donation	Donor	Value	Winning Bid	Contact	Contact Info
1	A Night at Ball State		\$218.00	\$40.00		
	1 Night Stay at Ball State University Student Center Hotel	Ball State University Hotel	\$130.00		Matt Marshall	L.A Pittenger Student Center Muncie, In 47306
	4 tickets to Moscow Ballet at Emens	Emens Auditorium	\$88.00		Dina Byrnes	2000 W. University Ave. AU Muncie, In 47306
2	Hot Heads Hair Design		\$150.00	\$40.00	Tena Rees	1300 West McGalliard Rd. Muncie, In 47303
	\$100 Gift Certificate	Hot Heads Hair Design	\$100.00			
	Hair Brush, Shampoo, Conditioner, Hair Spray, Frizz-Free Polish	Hot Heads Hair Design	\$50.00			
3	Ball State Sport Package		\$109.00	\$20.00		
	11 Free Games of Bowling at BSU Student Center Cardinal Lanes	BSU Student Center Cardinal Lanes	\$77.00		John Shields	L.A Pittenger Student Center Muncie, In 47306
	4 General Admission Tickets to Ball State University Football Game	BSU Worthen Arena	\$32.00		Adam Tschoor	Worthen Arena, Muncie, IN 47306
4	Godiva Package	Godiva Chocolatiers	\$32.00	\$20.00	Jennifer Kelly	49 W. Maryland St, SP.D/11 Box 156
	Assorted Chocolate Basket					Indianapolis, IN 46204

5	Radisson Hotel Stay	Radisson Hotel at Star Plaza	\$200.00	\$66.00	Deann Patena	800 E. 81st Ave., Merrilville, IN 46410
	1 Night Stay in standard room at Radisson Hotel at Star Plaza					
	Breakfast for two at Star Café					
6	Chocolate Shawl Package	Julie Fritz	\$50.00	\$125.00	Julie Fritz	
	Chocolate Shawl					
7	A Night Around Carmel		\$488.00	\$150.00		
	1 Night stay for two at Renaissance Indianapolis North	Renaissance Indianapolis Hotel North	\$250.00		Kimberly DeLong	11925 N. Meridian St., Carmel, IN 46032
	2 Tickets to Carmel Palladium Songbook Series (May 16)	Ritz Charles	\$238.00		Charles Lazzara	12156 N. Meridian/US 31, Carmel, IN 46032
8	South Bend Chocolate Company Package	South Bend Chocolate Company	\$60.00	\$30.00	Carly Traub	20 N. Meridian St., Indianapolis, IN
	Chocolate Basket					
9	Vera Bradley Package	Vera Bradley	\$85.00	\$60.00	Jill Nichols	2208 Production Rd., Ft. Wayne, IN 46808
	Vera Bradley Bag					
#	Spa Treatment Package		\$66.00	\$28.00		
	30 Minute Massage	Healthful Touch Therapeutic Massage Clinic	\$35.00		LuAnn Williams	2804 W. Bethel Ave., Muncie, IN 47304
	Pedicure Set	Mary Kay	\$31.00		Angie Cravens	805 Evergreen Way, Yorktown, IN 47396

#	A Night in Indy		\$340.00	\$185.00		
	1 Night Stay at JW Marriott	JW Marriott Indianapolis	\$156.00		Natasha Croy	10 S. West St., Indianapolis, IN 46204
	6 Tickets for two to Cracker's Comedy Club	Cracker's Comedy Club	\$184.00		Gwendolyn Smoot	247 S. Meridian St., Indianapolis, IN 46225
#	Children's Package		\$86.00	\$65.00		
	4 Tickets to the Indianapolis Zoo	The Indianapolis Zoo	\$38.00		Sandy Allen	1200 W. Washington St., IN 46222
	2 Family Passes to Muncie Children's Museum	The Muncie Children's Museum	\$48.00		Kinsey Collins	515 S. High St., Muncie, IN 47305

#	A Night of Sports		\$425.00	\$150.00		
	1 Night Stay in Deluxe Room at Crowne Plaza at Historic Union Station	Crowne Plaza Historic Union Station	\$169.00		Linda Webb	123 Louisiana St., Indianapolis, IN 46225
	2 Lower Level seats to the Pacer vs. Milwaukee Bucks Game (April 19)		\$256.00		Charles Lazzara	12156 N. Meridian/US 31, Carmel, IN 46032
#	Bub's Burger Package	Bub'S Burgers and Ice Cream	\$50.00	\$31.00	Matt Frey	210 W. Main St., Carmel, IN 46032
	Bub's Burgers hat, gift card, t-shirt, homemade granola					
#	Muncie Restaurant Package		\$208.10	\$71.00		
	4 - \$25 Gift certificates at Texas Roadhouse at Muncie location	Texas Roadhouse	\$100.00		Megan Devoe	200 W. McGalliard Rd., Muncie, IN 47303
	12 Gift Cards for free Sandwich Duo at Noodles & Company	Noodles and Company	\$90.60		TJ	1416 W. McGalliard Rd., Muncie, IN 47303

	\$10 Gift Card to Lowery's Candies, coffee mug, chocolate	Lowery's Candies	\$17.50			6255 Kilgore Ave., Muncie, IN 47304
#	Mars Chocolate Package	Mars Chocolates	\$40.00	\$30.00		
	M&M Figure, Red blanket, Blue M&M Bag					
#	Mars Chocolate Package	Mars Chocolates	\$40.00	\$16.00		
	M&M Figure, Red blanket, Blue M&M Bag					
#	Golf at Players Club in Muncie	Players Club at Woodland Trails	\$50.00	\$36.00	Perry Dotson	6610 W. River Rd., Yorktown, IN 47396
	2 Tickets to free game without cart at Players Club in Muncie					

Appendix O: Silent Auction Donation Solicitation Letter



Business' Address

Dear Business Name,

Ball State's own Hospitality and Food Management classes are collaborating their efforts to host a one-of-a-kind event. Students will be gaining hands on experience planning an event from start to finish. Their responsibilities will include coordinating event logistics, developing and implementing a marketing campaign, obtaining sponsorships and inviting guests. As students we are excited for this event to begin a program that will provide immersive learning opportunities for students both locally and abroad.

My name is X and I am a student in the Hospitality and Food Management department. We are hosting a dinner and silent auction in honor of Theobroma Cocoa. Proceeds from this event will be donated to Project Hope and Fairness, a non-profit organization working to improve the economic conditions for cocoa farmers in Africa. The event will be held at the Alumni Center at 6 p.m. on Wednesday, April 11. The event will feature an all chocolate themed menu designed by student of the department. Once the dinner has concluded, a silent auction will take place. Donations for auction prizes will be accepted.

In order to encourage community participation, we would like to obtain silent auction prizes for guests.

Would you consider supporting this event by donating a prize for our silent auction? *Example or suggestion of business' contribution.* Contributions could include gift certificates, tickets, clothing, merchandise, etc.

In return for your donation, the evening's MC will periodically recognize your company and any of your company's promotional materials can be displayed on event tables. Prior to the event, your company's logo will be featured on our event's Facebook page. Your company will also appear on the event's Twitter trend. Of course, you will be cordially invited to the event free of charge.

If you would like to donate, please contact *Contact* at *Phone number* or by email, *email*. We would be happy to pick up the donations at your business. We appreciate your consideration.

Sincerely,

Name

Charlie Cardinal's Chocolate Factory

Appendix P: Event Script

- 6:00 Doors open: Passed appetizers and Cash Bar open
Silent auction items available for review
- 6:30 Welcome, ladies and gentlemen. If you could please make your way to your seats we will begin dinner and this evening's program shortly.
- 6:35 My name is Deanna Pucciarelli, Director of the HFM program, on behalf of the HFM students and faculty: Welcome to the Cardinal Chocolate Gala! From the menu design, marketing plan, room configuration, to acquiring silent auction items and many other planning processes, tonight's event was 100% produced by students. Like all major events teamwork is critical for successful completion, and tonight is no different.
- Later I will introduce the steering committee and students who poured their hearts, talents and brains into this project. We will hear from the students as they describe the menu items, in addition to our keynote guest speaker Dr. Tom Neuhaus.
- If you haven't taken the opportunity to browse the silent auction items I would encourage you to do so! There are a lot of really great items to check out! Hotel nights, tickets to concerts, sports games and museums, gift cards for restaurants, salons and massages, and more! Please make all of your final bids by 8:10 as the silent auction will close at that time.
- At this time I would like to invite Whitney Hull, one of the student managers of tonight's meal, she will tell you a little about the soup.
- 7:10 Student Manager, Karen Evans, will describe the entrée course.
- 7:30 It is my honor to introduce our guest speaker tonight....
- Oberlin
 - Chef in France
 - Chef/proprietor *Sweetish Hill Restaurant and Bakery* in Austin, TX
 - Taught at the School of Hotel Administration at Cornell where he earned his PhD in Food Science.
 - Later he taught at Cal Poly San Luis Obispo where also owns 2 Fair Trade chocolate shops along with his wife Eve.

- Tonight he is here to speak about a NGO, Project Hope and Fairness with aims of establishing a cocoa study center in Western Africa.

- 7:50 I'd like to invite all of the HFM students out to be acknowledged for their hard work. These students have been working on every aspect of this event: marketing, decorations, the silent auction, menu design, food preparation, etc. They have put hours and hours into this event over the last semester. Please join me in thanking them for their hard work!
- Steering Committee members. Alan, Deb, Dan, Ben, Chef Chappell, Bill (university catering)
 - Special Students and cellist
 - We are grateful for the many generous donors (including you!) that have supported this event. You have seen their names on the programs at your table and scrolling on the screen throughout the evening. Please join me in thanking them for their donations!
- 8:00 A silver tray has been placed on your table with a chocolate bar for each one of you from Project Hope and Fairness. One chocolate bar at each table has a golden ticket inside of it. If you received the chocolate bar with the golden ticket, we invite you to take the centerpiece home as a prize!
- 8:00 The silent auction will close in ten minutes so please make your final selections. All bidding will close at 8:10. Payment and pick-up of items will take place at the registration table in the entrance hall.
- Once you have made your final bids, please make your way into the hall for the dessert buffet. Upon exiting, please take all of your belongings with you as the room will be closed for clean-up.
- 8:15 Ladies and gentleman the silent auction is now closed. Items will be available for payment and pick up at the registration counter in the hall. Thank you for your involvement!
- 8:30 (Guests Leave)

Hospitality and Food Management Fundraising Dinner Manual 2012

Step 1: Event Creation

1. Determine the purpose of the event. What are the goals?
2. Choose a non-profit organization to raise awareness for and donate proceeds to.
3. It is important in the initial phase of creating the event to begin *considering* the basics:
 - WHAT is the purpose of the event?
 - WHO will come?
 - WHY will they come? What will draw them to the event?
 - WHERE will the event be?
 - WHEN will it be?
 - HOW will the event be planned and executed?

Step 2: Determine Who Will be Involved

1. Create a Steering Committee to serve as the central, decision-making group. This group will meet regularly to collaborate efforts, update and report progress, and make key decisions.
2. Select the Hospitality and Food Management classes that will be working on this event. What skills and tasks can they contribute?
3. Determine the Target Market. Who do you want to come? To whom does the purpose and cause matter? What demographics are most likely to attend? Choose a projected number of attendees so preliminary plans can be made.

Step 3: Establish the Event Basics

1. Determine a budget for the event.
2. Choose a date for the event after looking at community and campus calendars.
3. Reserve a venue that is appropriate for the type of event and number of attendees.
4. Choose a ticket price.
5. Select and set up a registration system.
6. Create a website, including all event details and link to registration system.
7. Choose and confirm a guest speaker.
8. Select entertainment for the evening.

Step 4: Marketing

1. Create the logo and graphics for the event, which will be consistent on all event-related material.
2. Write a press release for the campus and community newspaper.
3. Send a campus-wide email.
4. Create an invitation or flyer.
5. Create a list of businesses and organizations to visit to advertise about the event.
6. Create and put up posters around campus and the community.

Step 5: Create a Silent Auction

1. Solicit donations from businesses in Muncie, Indianapolis and the surrounding area.
2. Keep a record of all contacts and donations.
3. Package donations for display at the event.
4. Create bid sheets to be used at the event that includes name, contact info and bid. Put the value of the item on the bid sheet.
5. Determine method of payment for silent auction items and prepare the checkout process at the event.
6. Mention best silent auction items in marketing as a draw for the event.
7. Throughout the event, remind guests of the available items and auction closing time.

Step 6: Food Preparation

1. Select recipes that coordinate with the theme of the evening.
2. Scale recipes to number of people attending.
3. Create a purchase order for all required food.
4. Create a schedule with working assignments for the students making and serving the food.

Step 7: Pre-Event Planning

1. Give final count of guests to all involved in event. This will affect the food purchase order, linen order, centerpiece creation, table and chair counts, service of food and set-up time.
2. Create seating assignments ensuring that guests of the same party are seated together.
3. Create a production schedule that includes all necessary details of the event: timing, tasks, people involved, etc.

4. Write script for emcee.
5. Assign tasks for the workers.
6. Create a registration/check-in list.
7. Create a room layout and set-up list.
8. Create a PowerPoint to be scrolling throughout the evening to give advertising to the donors.
9. Create a program including the program for the evening, biography of guest speaker, and donor list.
10. Order linens.
11. Submit purchase order.
12. Communicate set-up needs to venue including tables, chairs, podium and stage, silent auction space, and audio visual equipment.
13. Create centerpieces.

Step 8: Set-Up Event

1. Set-up tables and chairs.
2. Set tables with linens, place setting, menu, programs, centerpiece, candles and table number.
3. Reserve table near front for emcee and guest speaker.
4. Set up silent auction table with items, bid sheets, and pens.
5. Test audio visual equipment. Run presentations all the way through to ensure they are working properly. Test remote clicker and place on podium. Test microphone levels.
6. Prep food.
7. Set buffet tables.
8. Set cocktail tables.
9. Set the registration table with chairs, registration and seating list, highlighters, pens, and cash box.
10. Light candles.
11. Place appropriate signage.
12. Open doors to rooms being used.
13. Prepare bar if having one.
14. Adjust lights to appropriate level.
15. Have students in place to greet guests and escort them to their seats.
16. Go over presentation details with guest speaker: test microphone, explain the remote clicker, and discuss timing.
17. Familiarize student workers with the restrooms so they can direct guests.
18. Place iced beverages on the tables.

Step 9: Execute the Event

1. All students should be in place 15 minutes before the event start time.
2. Begin serving appetizers as guests enter.
3. Begin entertainment music.
4. Students escort guests to their seat as they arrive.
5. Silent Auction items available for review.
6. At the appropriate time, have event organizer welcome everyone and invite them to find their seats.
7. Serve soup and entrée.
8. Cue musician/entertainment when to stop before an announcement or speaker
9. Introduce guest speaker.
10. Prepare dessert buffet for service.
11. Announce closing time of silent auction.
12. Recognize and thank all who donated, participated and worked the event.
13. Invite guests to enjoy dessert buffet in the lobby.
14. Collect bid sheets and silent auction items at the check-out station. Record payment method and details. Keep record.
15. Try to get as much feedback as possible from guests throughout the evening.
16. Tear down and clean-up the venue.
17. Collect all registration, payment, silent auction and billing documents. Keep for follow-up records.

Step 10: Post-Event Follow Up

1. Meet with the Steering Committee to discuss results of event.
2. Share feedback from: steering committee, facility, guests, donors and students.
3. Discuss positive aspects of the planning and execution to repeat.
4. Confirm areas that need change, improvement, or reform and record for future purposes.
5. Follow up all donations with thank-you notes from the students.
6. Create an income vs. expenses or profit and loss statement for students to view, analyze and learn from.